

AMENDMENTS TO THE SPECIFICATION

Please replace paragraph [00030] with the following amended paragraph:

[00030] We will further refer to linear programming as “On Now” (or ~~in some~~ in some instances the ~~broadcast~~ broadcast listings references are divided in to “On Now” and “On Later” - where “On Now” are all of the linear broadcast shows that have already started ,or will start within some small interval of time, and the “On Later” linear broadcast shows are those that have not yet started, or that will not start for some short interval of time) content—traditional broadcast television content. Delivery of “on now” content is based on predetermined programming schedules of date and time (usually promulgated by the iTV service provider or, most often, by the content provider). This category includes time-based data for both what is on right now (i.e., programming that is currently being broadcast over the iTV service) and content secluded to be broadcast at a specific future point in time.

Please replace paragraph [00050] with the following amended paragraph:

[00050] A scaled broadcast video window (or picture in picture (PIP) window) 57 may also be provided within screen 50. Such a window allows for display of the currently viewed programming (e.g., so that a viewer might ~~may~~ make use of the managed content services while still watching a television program) or may be used as a preview window as a user scrolls through programming options displayed in the On Now/Later window 55 (e.g., in order to assist the viewer in making a programming selection). In some cases, previews of On Demand content could also be displayed within window 57, for example to act as an enticement for a viewer to order the program.

Please replace paragraph [00058] with the following amended paragraph:

[00058] Thus, the present invention accommodates the user navigating to the “Movies” application where the user is presented with an aggregation of Movies across both linear and non-linear programming. Further, managed content such as promotions for movies or trailers ~~with which~~ which are relevant to the Family Movies category may be displayed in windows 78a and/or 78b in place of other advertising.